



PRESS RELEASE

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The City of Indianapolis' Knozone Program Now Offers Daily Air Quality Monitoring and Notifications through EnviroFlash

INDIANAPOLIS--Indianapolis residents and businesses are now able to receive daily updates about the city's air quality, such as forecasts and advisory notifications, by signing up for a free web-service called EnviroFlash. EnviroFlash is sponsored by the Environmental Protection Agency (EPA).

Knozone, a SustainIndy program, educates the public about the effects of air pollution on public health and the environment. For the past few years, Knozone Air Quality Action Day updates have been distributed by e-mail to let residents know when air pollution levels are anticipated to be high. Those updates will continue, but Knozone is now rolling out a new air quality notification system called EnviroFlash that offers the opportunity to obtain customized forecasts as well as Action Day alerts.

"Air Quality affects people's health on a daily basis," said Kären Haley, director of the City's Office of Sustainability. "The Enviroflash notification system will help to notify our residents, especially those with respiratory challenges, about any changes in our air quality."

Subscribers can customize the type and frequency of air quality information to receive. Real time air quality information is especially helpful for those with respiratory sensitivities, such as young children, people with asthma, and the elderly.

Based on Air Quality Index forecasts, EnviroFlash messages let subscribers know when air quality is good – or when it's time to take steps to reduce their exposure to pollution. Subscribers can choose to get forecasts every day or only when air quality is poor.

Visit www.knozone.enviroflash.info to sign up for alerts. Once registered, you have the option to change your settings to adjust the frequency of the updates you receive.

For more information about the Knozone program, visit www.knozone.com. For more information about Mayor Ballard's initiative to make Indianapolis one of the most sustainable cities in the Midwest, visit www.SustainIndy.org.